

ALUMNI ENGAGEMENT INNOVATION FUND 2017



AEIF Sample of Strong Proposal #1

Disclaimer: This sample AEIF proposal is intended to provide an example of a strong, well-written project idea. It does not guarantee selection or indicate funding approval. All AEIF proposals and budgets must be submitted through the online application form on alumni.state.gov/aeif. Projects sent in via email will not be accepted.

About your project

Project Title: Exchangeville Community Based Radio (ECBR)

Where will this project take place?

Country: Alumniland

City/town: Exchangeville

State/province: Exchangeton

Which theme does your project address?

Civic Participation and Building Resilient Communities

What is the challenge or need your project will address? What innovative methods will you use?

Describe the specific need or challenge that your team will address with this project.
(3-5 sentences) 200 word limit

From independence in 1990 to the present, Alumniland has received over \$628 million in international assistance to address a wide variety of political, economic, and socio-cultural issues—issues that continue to prohibit the adoption of sustainable reforms and prevent social progress. Although some positive benefits have evolved from these projects, Alumniland remains reliant upon donor support while many of the country's socio-political and economic challenges are left unresolved. At the heart of the many challenges is an apathetic and demoralized citizenry. There exists a culture of “me versus them,” where the majority seeks individual interests rather than the interests of the community. Democracy and good governance, human rights, gender equality, respect for the rule of law, and inclusiveness are foreign concepts that few fully understand. Consequently, social progress remains stagnant, the level of civic engagement is almost non-existent, and voter turn-out is dismally low.

Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative. (Include quantitative information where possible) (3-5 sentences) 200 word limit

The Exchangeton Community Based Radio (ECBR) project proposes to apply the theory of human centered design (HCD) via community based radio in order to foster an ecosystem for local people to craft local narratives that promote local solutions to local problems. Radio content will address important issues and promote the ideals and values of civic duty and responsibility to resolve communal problems. We anticipate this project will start a community dialogue that cultivates new ideas and effective strategies for promoting political, economic, and socio-cultural progress. These strategies and local solutions can then be coupled with ongoing international development programs and initiatives to substantially increase their impact and outcomes. This pilot project is limited to the Exchangeton province. If successful, we will seek sponsorships and funding to scale it up in other parts of the country. ECBR is unique in that it applies the HCD model with the power of community based radio programming and then links those outputs with existing international assistance projects to enhance their impact on promoting social progress in Exchangeton.

Comment ["1"]: Very clear approach to address the challenge identified above!

Comment ["2"]: Great to identify how and why this project is unique

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see? 300 word limit

By applying human centered design through community based radio programming, this project will identify the needs of the local residents and take into account designing the radio programs. We expect the project to inspire intellectual talent and innovation, engender ownership and buy-in for both problems and solutions. We think that the radio program will raise awareness of critical issues, compel positive civic engagement, and strengthen ongoing international development efforts.

Comment ["3"]: Even though this is a pilot program, this section could have more detail especially about behavior and institutional change

Who will be involved?

Beneficiaries: Describe who your target groups (or communities) are. How many people will directly benefit from your project? (200 word limit)

The primary audience for this project is the residents of Exchangeton province. Secondary and tertiary audiences are the government of Alumniland (GoA), international organizations present in the country, and individual donor countries. This project will directly reach its primary audience of an estimated 280,000 local residents.

Local partners: Please list your project partners and explain their specific responsibilities. Please note if you have an existing relationship with the partner organization(s) and how they are committed to working on this project. If you do not have an existing relationship, how do you anticipate establishing a partnership with the organization(s)? *500 word limit*

This project will work closely with the following organizations for the reasons annotated therein.

- Fulbright Alumni Association of Alumniland (FAAM)—will serve as the officially recognized and registered non-governmental organization which will handle grant funding and the overall financial management.
- Alumniland Student Union Association, University of Exchangeville—will assist with recruiting volunteers and radio show talent as well as supporting endeavors to brand the station.
- School of Journalism and Mass Communications, University of Exchangeville—will assist with recruiting volunteer journalists and other radio show talent as well as provide use of sound recording and broadcasting studio
- School of Humanities and Social Sciences, University of Exchangeville—will assist with baseline and final evaluation surveys, in depth interviews, and focus group discussions supporting the evaluation of the projects impact and outcomes.
- In addition to working with organizations, the project will partner with carefully selected influential community leaders, civil society activists, elected officials, and civil servants to develop programming content, host guest speakers, and promote the stations' brand.

Comment ["4"]: How will you gain access to these people?

Alumni Team: You must have a total of three team members (this number includes the team leader) in order for your project to be considered for funding.

Please enter the First Name, Last Name, Email address, exchange program and the country of citizenship of each team member below. Please also indicate how each alumni team member will contribute to the implementation of the project.

Team Leader (You): How will you contribute to the implementation of the project? What role will you play? (*max 200 words*)

Robert Richardson, Alumniland, Hubert H. Humphrey

As the project manager, I will be responsible for all aspects of project planning and implementation, including the following:

- Obtaining the necessary licensing, permits, and radio station identification
- Signing to memorandum of agreement with the School of Journalism and Mass Communications for the use of their sound recording and broadcasting studio
- Oversee the procurement of computers, peripherals, radio & broadcasting equipment and supplies
- Coordinate with partners at the University of Exchangeville to recruit general purpose volunteers, volunteer journalists, and radio show talent and to initiate baseline and final public opinion surveys, in-depth interviews, and focus group discussions

- Establish a positive relationship with selected community leaders and civil society activists
- Guide the development of radio content, themes, narratives, and selection of guest speakers and content contributors
- Allocate the project budget and oversee financial managed controls
- Direct monitoring and evaluation; review and approve project reports

Team Member 2:

Suzanne Miller, Alumniland, Hubert H. Humphrey

As the senior project officer, she will assist the project manager in all facets of project planning, implementation, financial management, and evaluation, including:

- Assist the project manager with licensing and permits
- Oversee the set-up of radio / broadcasting equipment
- Lead the development of programming content, themes, and narratives
- Develop and implement the monitoring and evaluation plan; assist with drafting project reports

Team Member 3:

Anthony Peters, Alumniland Fulbright Scholar,

Anthony will be the project assistant and will provide administrative, technical, and clerical support for the planning, implementation, and evaluation of the project. His duties include the following:

- Manage the project budget ensuring proper financial management
- Assist project officers in the preparation of project reports

Team Member 4:

Melissa Sanders, Alumniland, International Visitor Leadership Program (IVLP)

She will serve as the administrative assistant providing support for the implementation of the project; oversees project budgeting and financial management; assists project officers in the preparation of project reports.

- Procure contracted print and outdoor media services for posters, handbills, stickers, unipoles and billboards

Team Member 5:

Carlos Garcia, Alumniland, Hubert H. Humphrey

Carlos will oversees all technical matters associated with the set-up, operation, and maintenance of computers, peripherals, radio broadcasting equipment and propagation of FM and internet based radio.

- Ensure the proper radio equipment, computers, and peripherals are procured, set-up, put into operation, and maintained
- Serves as the Chief engineer during radio broadcasts and pre-recorded sessions

Team Member 6:

Elizabeth Waters, Alumniland, Global Ugrad,

As the communications specialist, Elizabeth Waters, will work with Carlos to oversees all technical matters associated with radio broadcasting.

- Ensure the proper radio equipment, computers, and peripherals are procured, set-up, put into operation, and maintained
- Serves as the Chief engineer during radio broadcasts and pre-recorded sessions

How and when will you implement your project?

Implementation Plan and Timeline: How will you actually make this happen? Outline the proposed steps for implementation, including the timeframe for each major activity. List proposed dates (month, quarter, etc.) for each major activity. Please include quantitative information about participants and activities. Include the specific responsibilities of the alumni team. *750 word limit*

This project will be implemented in three phases over a 1 year period of performance beginning upon receipt of the first grant disbursement and ending with the submission of the final report. This project will be conducted in partnership with the Fulbright FAAM—a licensed non-governmental organization—to facilitate grant funding and financial management processes in accordance with local statutes and U.S. federal acquisition regulations.

Phase I—Coordination, Preparation, Procurement & Set-up —Months 1 thru 3.

Phase one will begin upon receipt of the first grant disbursement and end after a period of 12 weeks.

This phase will focus work efforts on obtaining necessary licensing and permits from the Government of Alumniland, coordinating and collaborating with partners at the University of Exchangeville, cultivating relationships with community leaders and civil society activists, procuring all required equipment and supplies, signing the memorandum of agreement with the School of Journalism and Mass Communications for the use of their sound recording and broadcast studio, procuring print media and outdoor advertising, and developing the processes and individual work-plans for implementing and providing for the administration of this project. Phase one will initiate the baseline survey, in-depth interviews, and focus groups testing conducted by student volunteers from the School of Humanities and Social Sciences.

Comment ["5"]: Good point! Important to get the buy in of these stakeholders and acquire necessary documentation and permits.

Phase 2—Broadcasting—Months 4 thru 12.

During this phase work efforts will focus on a continuous cycle of developing programming content, maintaining and expanding relationships with partners, selecting and hosting guest speakers and subject matter experts, branding the station, leveraging social media platforms, and broadcasting live and pre-recorded content. During the broadcasting phase the project will create and produce a two hour live broadcast consisting of opinion editorials, host v. cohost discussions of important issues, news, interviews, guest speakers, and Q&A with listener calls. Live broadcasts will be recorded to be rebroadcast later in the day and evening hours.

Phase 3—Evaluation—Months 10 thru 12.

The evaluation phase begins at the beginning of the 10th month and ends with the submission of the final report at the end of one year. During this phase, the project team will simultaneously focus its work efforts on maintaining daily broadcasting and social media engagements while working with partners from the University of Exchangeville, School of Humanities and Social Sciences to conduct an impact/outcome evaluation of the project.

Communication Plan: How will you promote your project? Please include social media, print news, or other forms of media you intend to use to share information about your project to 1) beneficiaries and 2) the public. *300 word limit*

ECBR will brand itself primarily by the content it broadcasts and by word of mouth. Secondary and tertiary methods include using social media platforms such as Facebook, YouTube, Twitter, and WhatsApp as well as the full suite of social media platforms offered by the U.S. Embassy. This project will further promote its brand through university student associations, community leaders, and civil society activists. Lastly, the project will maximize the use of posters, handbills, stickers and two contracted billboard placements.

Evaluation: How will you evaluate success/impact of the project? Explain any tools or methods you might utilize to measure results. (i.e. surveys, interviews, focus groups, meetings, analytics, metrics, etc.)

The project will conduct a quantitative and qualitative evaluation of the project using baseline and final impact/outcome public opinion surveys, in-depth interviews, and focus group discussions as well as social media metrics to assess and evaluate changes in public opinions, attitudes, and behaviors with respect to critical issues and civic engagement.

Sustainability: How do you plan to ensure that the impact of the project continues beyond the initial year of funding? *350 word limit*

The impact of the project rests in the change of attitudes and behaviors toward any number of important socio-cultural issues, increased civic engagement, and strengthened international development efforts. Therefore, if content were no longer broadcast at the end of the grant period, the impact will remain and potentially spread by the simple fact that once new ideas and concepts are introduced to a society, people will adopt them and eventually propagate them. Consequently, the seeds of human centered social progress will be planted.

Comment ["6"]: Insufficient, please provide more detail for a stronger sustainability plan.

Please list any website or social media platform or account for your project in the fields below: (Optional)

Website:
Facebook:
Twitter:
Instagram:
YouTube:
Other:

Total funding requested: Alumni can request from \$5,000 to \$25,000 in support of their project. Please enter only whole numbers in USD (i.e. "5,000").

\$18,458.50

Sample Proposal: 2017 Alumni Engagement Innovation Fund (AEIF)